



One Warm Coat®

Sharing warmth one coat at a time

**Making the Most of Your
Partnership with One Warm Coat**

Today's Presenters



Beth Amodio
President & CEO

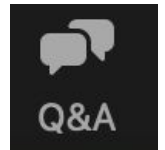


Patti Zappa
Executive Vice President



Jen Hanes
Program Director

Submit your questions at any time through the webinar using the Q&A button!



One Warm Coat's Mission Statement

One Warm Coat provides **free coats** to children and adults in need while promoting **volunteerism** and **environmental sustainability**.

Since 1992, One Warm Coat has supported over **40,000 coat drives** and facilitated the collection and distribution of more than **6.9 million coats** across all 50 states.



How One Warm Coat Works

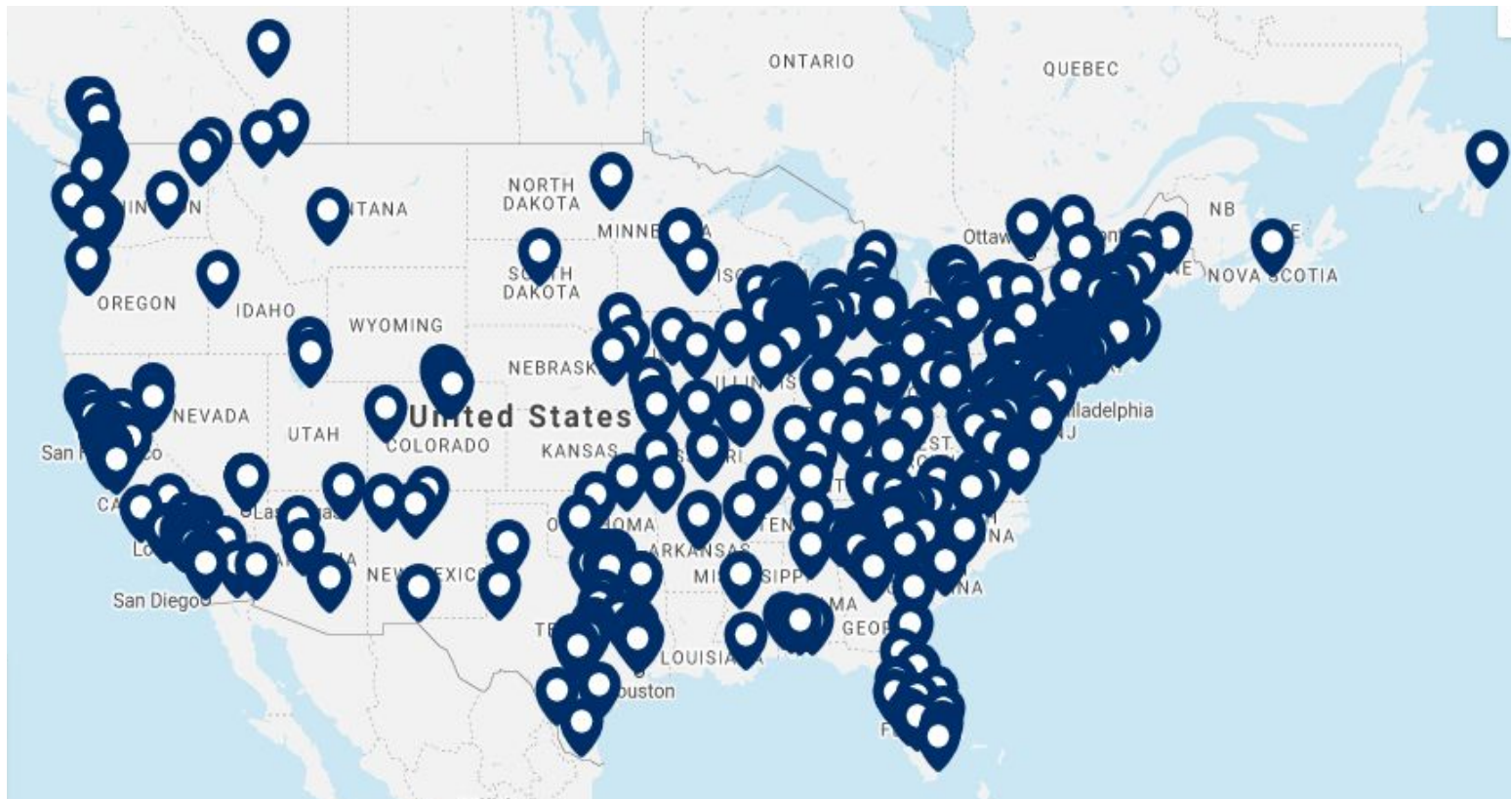


\$1 donated warms 1 person




One Warm Coat's Network of Agency Partners

OWC is proud to partner with nearly 1,200 organizations & schools located in communities across all 50 states and Canada



You're an Official Partner! Now what?

1. Check the [Nonprofit Locator Map](#) to make sure your organization information is correct
2. Follow OWC on social media 
3. Check out all of the [free resources](#) available to you on our website
4. Add the [Official Nonprofit Partner seal](#) to your website



How To Receive Coats

There are 4 main ways to receive coats through One Warm Coat's programs:

1. Hold Your Own Coat Drive
2. Local Volunteer Ambassador Coat Drives
3. Local Retail Coat Drives
4. Bulk Coat Donations



1. Hold Your Own Coat Drive

- [Register](#) with One Warm Coat to hold a coat drive. It's easy and free!
- Collect coats from members of your community to distribute directly to your clients
- Receive a welcome email with a link to your personal coat drive webpage
- Share your webpage with volunteers and supporters through email and social media to promote your need for coats

Please note: All funds collected through your personal coat drive webpage stay with One Warm Coat and benefit the Coat Drive Program



How to Register a Coat Drive

Visit onewarmcoat.org

HOLD A COAT DRIVE

DONATE COATS

DONATE FUNDS

About Us ▾ Our Work ▾ Give Warmth ▾ News & Events ▾ 🔍

Coat Drive Locations

Hold a Coat Drive

Donate Funds

Become a Nonprofit
Partner

Sponsors

Give Warmth

Please choose the title that best describes the host of your coat drive:

Company or Business

School or Youth-Led

Individual or Informal Group

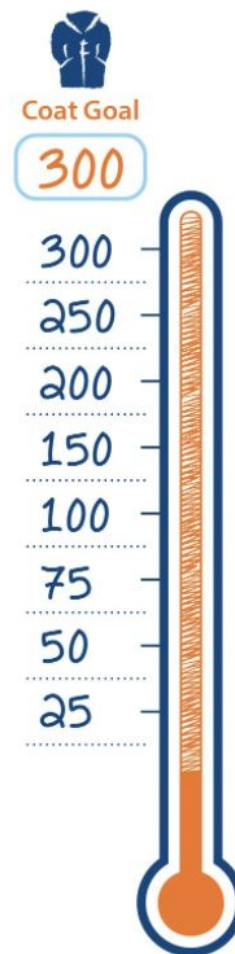
Social Service or Faith-Based Nonprofit

Registered Nonprofit Partner



Ideas For Promoting Your Coat Drive & Need

- Set a goal for number of coats needed
- Consider organizing an event. (A drive-thru event, part of a canned food collection, etc.)
- Ask staff, Board Members, and key volunteers to share coat drive info on their social media outlets
- Send out a press release to local media (provided in OWC's tools and resources)



Engage Your Board Members and Volunteers

Ideas to Utilize Your Volunteers



Before the Drive

- Set up coat drive collection area – signage, bins, other materials
- Organize webpage to communicate goals, encourage coat donations, and track progress

During the Drive

- Empty collection bins and store coats
- Share peer-to-peer page with employees, family, and friends
- Create pocket notes to insert words of encouragement into each coat

After the Drive

- Sort, count and bag/box coats
- Oversee coat quality and ensure coats are suitable for donation
- Coordinate coat distribution

2. Local Volunteer Ambassador Coat Drives

- **Volunteer Ambassadors** are individuals or organizations who hold local coat drives across the country
- Ambassadors use the [Nonprofit Locator Map](#) to find local agencies who need coats
- **Tips for receiving coats:**
Respond ASAP when an Ambassador contacts you
AND be willing to send a staff member or volunteer to pick up donated coats



3. Local Retail Coat Drives



- Large national retailers hold coat drives in stores across the country
- OWC matches local retail stores with partner agencies nearby
- Agencies **must be able** to pick up donated coats throughout the drive



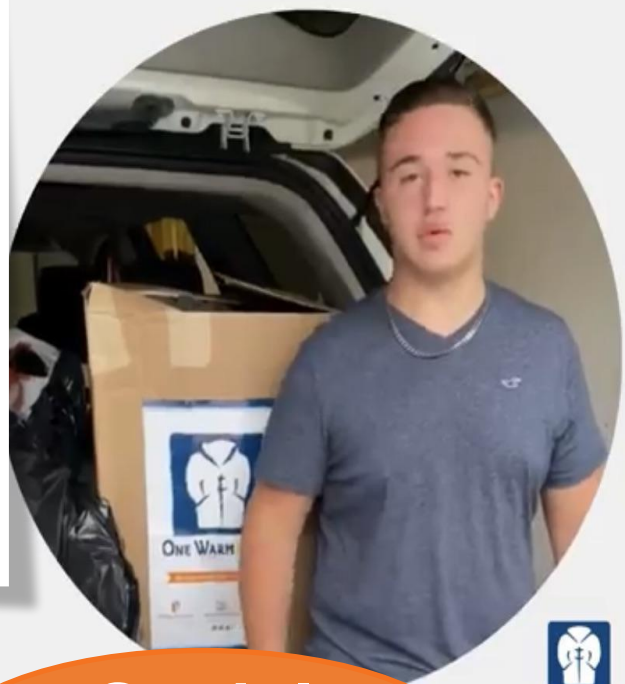
4. Bulk Coat Donations

- Retailers and manufacturers donate samples, overstock and irregular coats and other outerwear
- Your organization may be asked to pick up donations from a warehouse in your area
- On rare occasions, a bulk coat donor will ship coats directly to your agency
- In order to receive a bulk donation, you must sign a contract that you will provide pictures and acknowledgements



My organization received coats! Now what?

Videos



Social Media



Photos



Thank You Notes



One Warm Coat Day – October 7

Please help support [One Warm Coat Day](#) by posting on social media and tagging OWC

@onewarmcoat #no1cold #onewarmcoat #igavewarmth

One Warm Coat Day 2021
Thursday, October 7

More details will be emailed to you!



A national day of
awareness,
activation, and
support.



Please submit your questions through the question box on your screen.

If we don't get a chance to answer your questions:

- Visit OWC's website for answers to [FAQs](#)
- Email Program Director [Jen Hanes](#)





Thank You

Thank you for the important work you are doing in your local community. We are proud to be your partner in providing warmth!

Jen Hanes
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One Warm Coat®